

MOSAIC POPULATION PROFILE

2010 Census, 2013 Estimates

Calculated using Proportional Block Groups

August 2013

RMosaicP2

Political District 2 Centennial, CO		District 2	
2013 Estimated Population		25,148	
2010 Census Population		24,065	
2018 Projected Population		27,857	
Historical Annual Growth (2010 to 2013)		1.5%	
Projected Annual Growth (2013 to 2018)		2.2%	
2013 Est. Per Capita Income		\$41,408	
2013 Est. Median Household Income		\$83,272	
MOSAIC Groups and Clusters		Population	% Total
Group A ~ Power Elite		3,165	12.6%
A01 American Royalty		66	0.3%
A02 Platinum Prosperity		912	3.6%
A03 Kids and Cabernet		273	1.1%
A04 Picture Perfect Families		1,551	6.2%
A05 Couples with Clout		356	1.4%
A06 Jet Set Urbanites		8	0.0%
Group B ~ Flourishing Families		3,936	15.7%
B07 Generational Soup		2,844	11.3%
B08 Babies and Bliss		529	2.1%
B09 Family Fun-tastic		563	2.2%
B10 Asian Achievers		0	0.0%
Group C ~ Booming with Confidence		7,449	29.6%
C11 Aging of Aquarius		5,667	22.5%
C12 Golf Carts and Gourmets		0	0.0%
C13 Silver Sophisticates		832	3.3%
C14 Boomers and Boomerangs		950	3.8%
Group D ~ Suburban Style		1,173	4.7%
D15 Sports Utility Families		78	0.3%
D16 Settled in Suburbia		1,031	4.1%
D17 Cul de Sac Diversity		64	0.3%
D18 Soulful Spenders		0	0.0%
Group E ~ Thriving Boomers		1,609	6.4%
E19 Full Pockets - Empty Nests		34	0.1%
E20 No Place Like Home		1,516	6.0%
E21 Unspoiled Splendor		59	0.2%
Group F ~ Promising Families		527	2.1%
F22 Fast Track Couples		435	1.7%
F23 Families Matter		92	0.4%
Group G ~ Young City Solos		708	2.8%
G24 Status Seeking Singles		311	1.2%
G25 Urban Edge		397	1.6%

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Group H ~ Middle-class Melting Pot		1,404	5.6%
H26 Progressive Potpourri		47	0.2%
H27 Birkenstocks and Beemers		1,173	4.7%
H28 Everyday Moderates		3	0.0%
H29 Destination Recreation		181	0.7%
Group I ~ Family Union		64	0.3%
I30 Stockcars and State Parks		0	0.0%
I31 Blue Collar Comfort		64	0.3%
I32 Latin Flair		0	0.0%
I33 Hispanic Harmony		0	0.0%
Group J ~ Autumn Years		1,828	7.3%
J34 Aging in Place		1,828	7.3%
J35 Rural Escape		0	0.0%
J36 Settled and Sensible		0	0.0%
Group K ~ Significant Singles		634	2.5%
K37 Wired for Success		616	2.5%
K38 Gotham Blend		0	0.0%
K39 Metro Fusion		0	0.0%
K40 Bohemian Grove		18	0.1%
Group L ~ Blue Sky Boomers		109	0.4%
L41 Booming and Consuming		0	0.0%
L42 Rooted Flower Power		109	0.4%
L43 Homemade Happiness		0	0.0%
Group M ~ Families in Motion		0	0.0%
M44 Red White and Bluegrass		0	0.0%
M45 Diapers and Debit Cards		0	0.0%
Group N ~ Pastoral Pride		0	0.0%
N46 True Grit Americans		0	0.0%
N47 Countrified Pragmatics		0	0.0%
N48 Gospel and Grits		0	0.0%
N49 Work Hard Pray Hard		0	0.0%
Group O ~ Singles and Starters		1,076	4.3%
O50 Full Steam Ahead		268	1.1%
O51 Digital Dependents		88	0.3%
O52 Urban Ambition		0	0.0%
O53 Colleges and Cafes		0	0.0%
O54 Striving Single Scene		720	2.9%
O55 Family Troopers		0	0.0%

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Group P ~ Cultural Connections		0	0.0%
P56 Rolling the Dice		0	0.0%
P57 Meager Metro Means		0	0.0%
P58 Fragile Families		0	0.0%
P59 Nuevo Horizons		0	0.0%
P60 Ciudad Strivers		0	0.0%
P61 Humble Beginnings		0	0.0%
Group Q ~ Golden Year Guardians		1,465	5.8%
Q62 Reaping Rewards		1,360	5.4%
Q63 Footloose and Family Free		0	0.0%
Q64 Town Elders		0	0.0%
Q65 Senior Discounts		105	0.4%
Group R ~ Aspirational Fusion		0	0.0%
R66 Dare to Dream		0	0.0%
R67 Hope for Tomorrow		0	0.0%
Group S ~ Struggling Societies		0	0.0%
S68 Small Town Shallow Pockets		0	0.0%
S69 Soul Survivors		0	0.0%
S70 Enduring Hardships		0	0.0%
S71 Hard Times		0	0.0%

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